

CUSTOMIZED TOURS USING HANDHELD DEVICESABSTRACT

- 5 Communication of location specific content to client devices including identifying a client device at a location of a location specific device, wherein the client device comprises client device attributes, the client device attributes comprising a client device identification code, and wherein the location specific device comprises a location identification code; recording user preferences for the client device;
- 10 selecting, in dependence upon the user preferences for the client device and upon the location identification code, content for transmission to the client device; transmitting the selected content through the location specific device to the client device for presentation; and enabling retention of the content within the client device for a period of time.

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